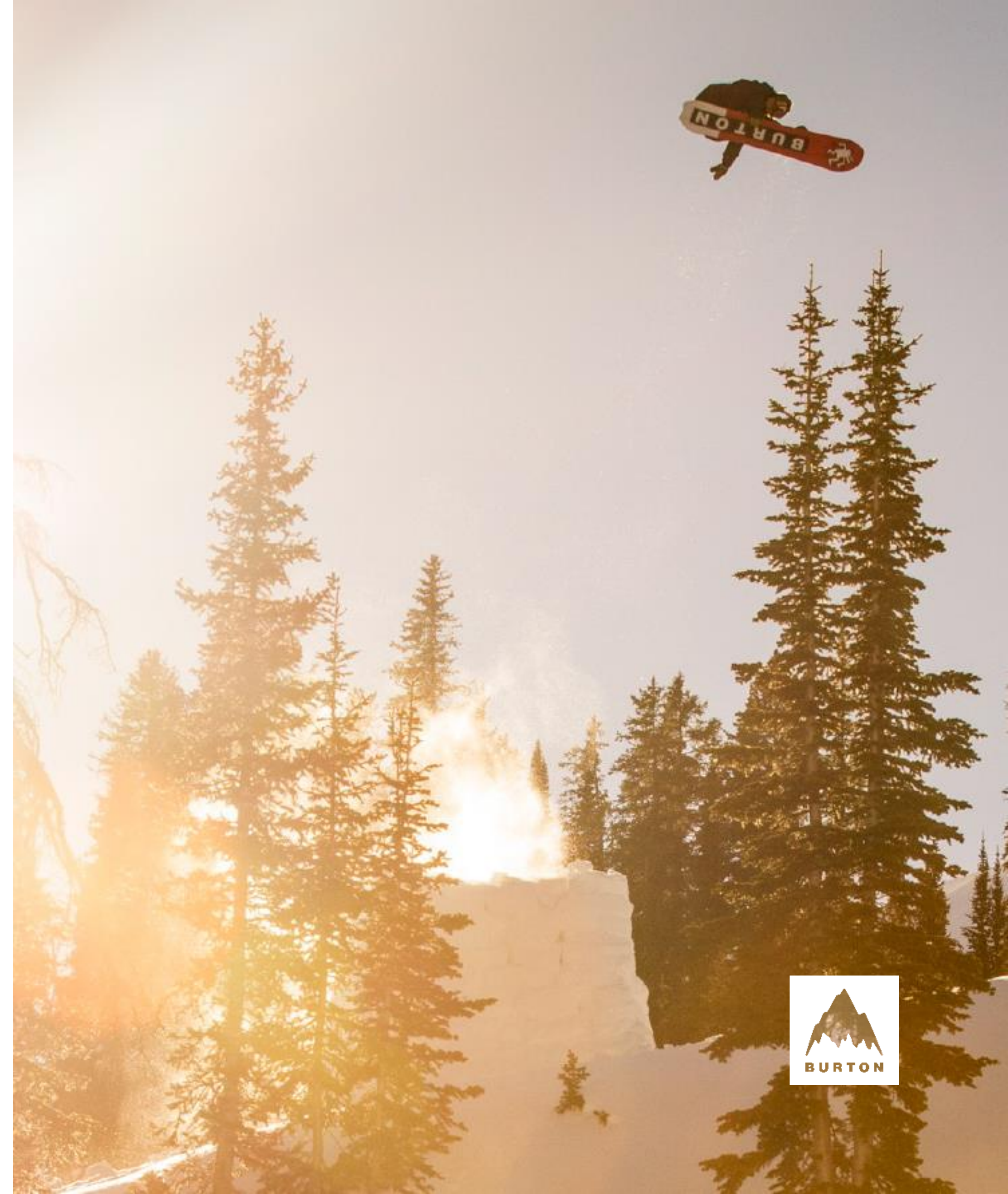


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Burton Hub

Performing Arts Center CU Application

07.07.20



Outline

01.

Intro and Overview

By Justin Worthley, Senior Vice President, Burton

02.

Performing Arts Center Operations

By Alex Crothers, Founder/Co-Owner, and Mark Balderston, General Manager, Higher Ground

03.

Conditional Use Criteria

By Justin Worthley, Eddie Duncan, INCE Bd. Cert., RSG, and Jenn Conley, VHB

04.

Response to Staff Comments, CRZ letter, City of South Burlington letter

By John Caulo, Project Manager, LandPlan, Justin Worthley

01. INTRO & OVERVIEW



ABOUT BURTON

Founded in Manchester, Vermont in 1977 by Jake Burton Carpenter
Global HQ moved to Burlington in 1992, 180 Queen City Park Road
HQ Expansion to 266 Queen City Park Road in 2007
1,000+ global employees, 400 in Burlington
63 office and retail locations globally
B Corp Certified

SYDNEY, AUSTRALIA

TOKYO, JAPAN

BEIJING, CHINA

INNSBRUCK, AUSTRIA

ZURICH, SWITZERLAND

MUNICH, GERMANY

BURLINGTON, VERMONT

MONTREAL, CANADA

DENVER, COLORADO



ABOUT QUEEN CITY PARK ROAD



ABOUT QUEEN CITY PARK ROAD



ABOUT THE BURTON HUB

Burton

Craig's Prototype Center
Test/Development Labs
Warranty Center
Flagship Retail Store
EXPANDED Factory Tour & Museum

Partners

Chill Foundation Global Headquarters
Talent Skatepark
Higher Ground
Misery Loves Company + Mad Taco Cafe



OUR TEAM'S WORK, INCLUDING EXTENSIVE PUBLIC ENGAGEMENT

10+ information and Q&A sessions

25+ group tours

Three presentations at the Ward 5 NPA, most recently on June 16, 2020

Extensive discussions with staff from various Burlington and South Burlington departments and elected officials

Ongoing discussions with representatives from the Citizens for Responsible Zoning, including in-person or zoom meetings on February 12, March 13, April 3, April 30, May 12, and May 28

02. Performing Arts Center Operations



02. Performing Arts Center Operations

BURTON

ABOUT THE PERFORMING ARTS CENTER

It all starts with the space – high ceilings, open span, raw industrial space (i.e. not new construction or footprint expansion)

Flexible for a range of events and configurations, capacity of a few hundred up to 1,500 (subject to fire department certification)

Intended uses include community events (Burton hosts many now in a smaller space), private events, concerts

One of the best operators in the business... Higher Ground

- Alex Crothers, Founder/Co-Owner
- Mark Balderston, General Manager

**HIGHER
GROUND**

DRIVE-IN @ CHAMPLAIN VALLEY FAIRGROUNDS

BURLINGTON WATERFRONT

CONCERTS AT SHELBURNE MUSEUM

PORTLAND STATE THEATER

HIGHER GROUND ON WILLISTON ROAD

AND MORE...

03. Conditional Use Criteria



IMPACT ANALYSIS

1. “Existing or planned public utilities, facilities or services are capable of supporting the proposed use in addition to the existing uses in the area”
2. “The character of the area affected as defined by the purpose or purposes of the zoning district(s) within which the project is located, and specifically stated policies and standards of the municipal development plan”
3. “The proposed use will not have nuisance impacts from noise, odor, dust, heat, and vibrations greater than typically generated by other permitted uses in the same zoning district”
4. “The transportation system is capable of supporting the proposed use in addition to the existing uses in the area. Evaluation factors include street designations and capacity; level of service and other performance measures; access to arterial roadways; connectivity; transit availability; parking and access; impacts on pedestrian, bicycle and transit circulation; safety for all modes; and adequate transportation demand management strategies”
5. “The utilization of renewable energy resources”

 Justin Worthley

 Eddie Duncan, RSG

 Jenn Conley, VHB

CRITERIA 1 – PUBLIC UTILITIES, FACILITIES AND SERVICES

Letters of Service submitted by:

- Burlington Fire Department
- Burlington Police Department
- Burlington Department of Public Works regarding wastewater and traffic
- Burlington Electric Department

Discussions with City of South Burlington:

- Chief of Police Shawn Burke
- Planning Department
- Department of Public Works
- City Manager
- City Council Members

03. Conditional Use Criteria

CRITERIA 2 – CHARACTER OF THE AREA

Enterprise-Light Manufacturing (E-LM) Zoning District – allows a variety of industrial and arts uses and accompanying traffic/noise/odor impacts

Long-established Industrial Park with 24-hour manufacturing and industrial operations

Burlington Zoning Ordinance accommodates Performing Arts Center uses up to 15,000 square feet in the E-LM south of Home Avenue, approved by City Council by 10-1 vote

The Performing Arts Center will not result in greater impacts typical of other uses in the E-LM zoning district



CRITERIA 5 – RENEWABLE ENERGY RESOURCES

Sustainability is a priority for Burton and Higher Ground

Significant stormwater collection and treatment upgrade planned (permitted separately)

Dedicated on-site parking for bikes (covered) and electric vehicles (with charging stations)

Improved bike and pedestrian access facilitated by City infrastructure projects (Champlain Parkway and QCP Road rebuild)

Significant energy efficiency upgrades to be completed

Initial discussions completed with GMT, Champlain College and UVM regarding bus/shuttle service

Evaluation of rooftop solar expansion (317 KW array already in service on 180 roof)

CRITERIA 3 – NOISE

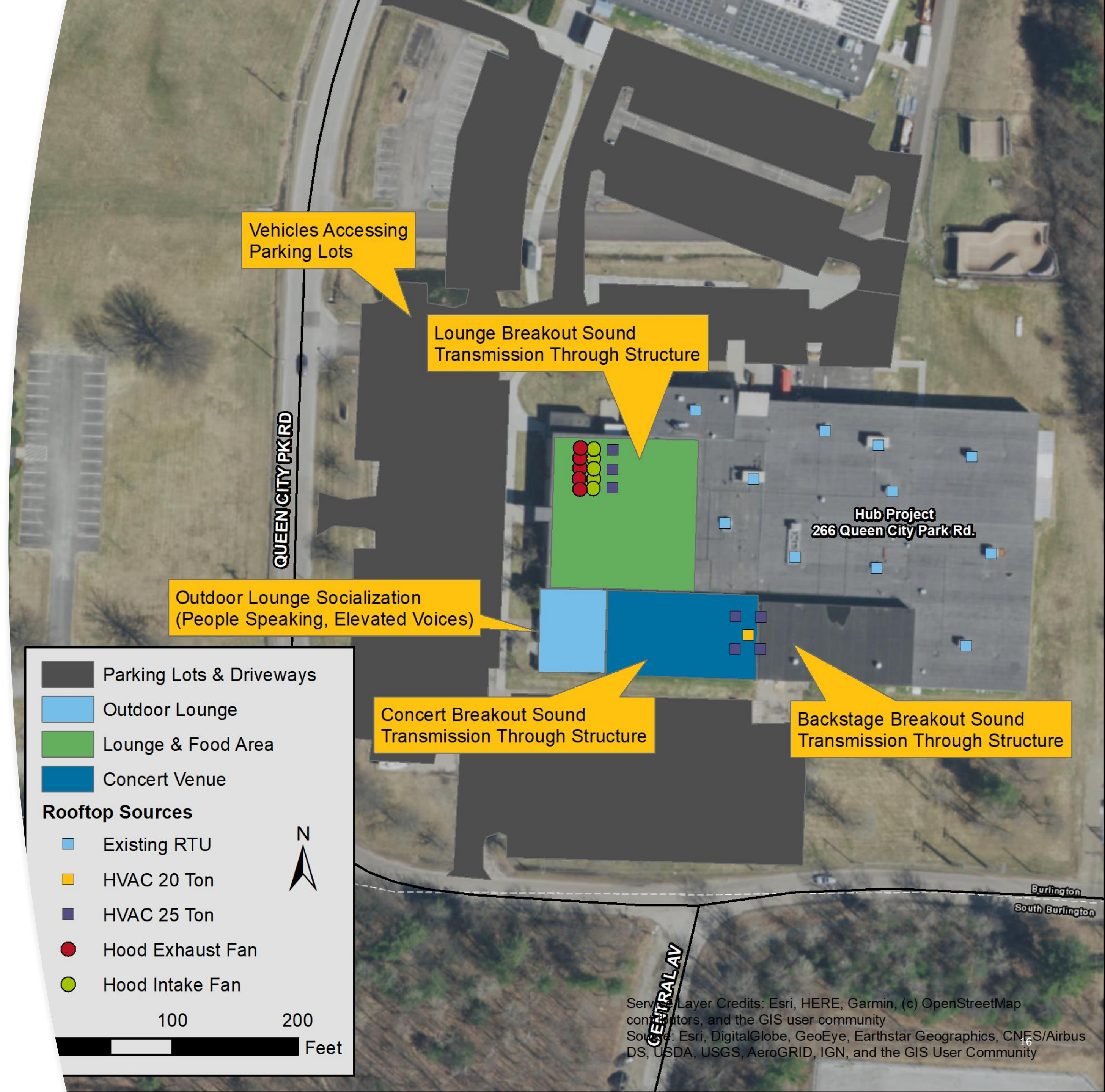
Eddie Duncan, INCE Bd. Cert., RSG



Sound Sources & Noise Management

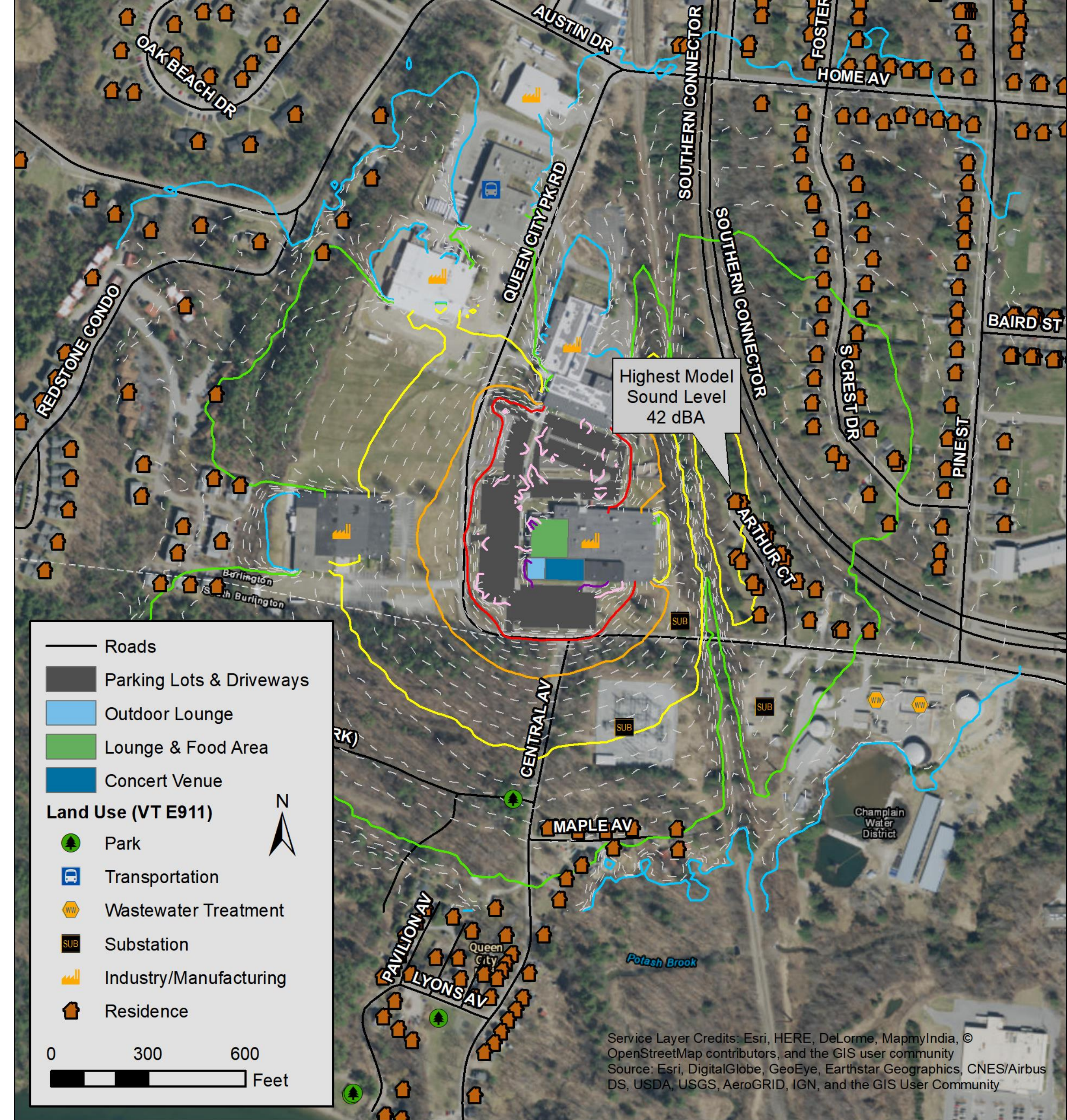
- **Management & Mitigation**

- Improved sound attenuation of building shell
- Pre-concert queue in lobby, not outside.
- No tail-gating
- Sound locked using double sets of doors.

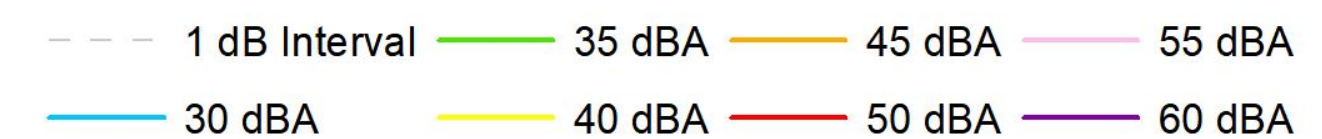




Concert Sound Level Map

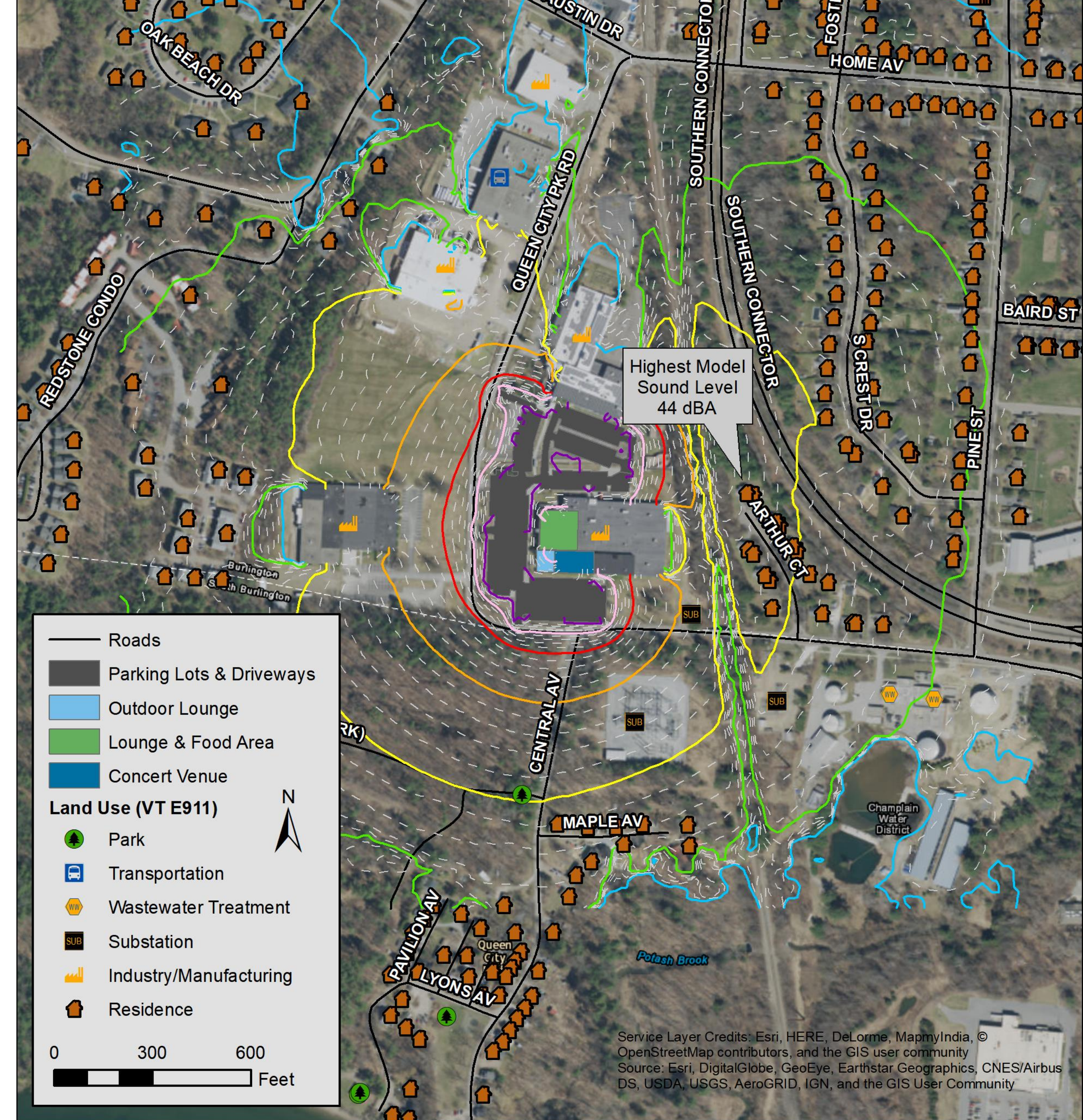


Sound Pressure Levels

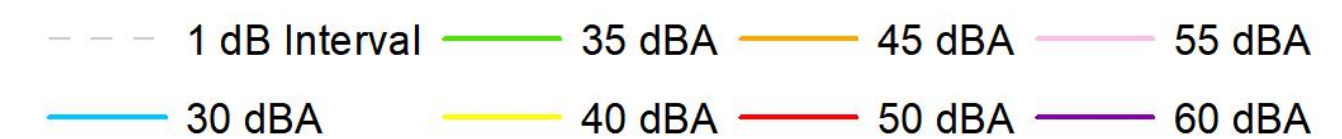




End of Concert Sound Level Map



Sound Pressure Levels



Background Sound & Community Noise Guidelines

Noise Standards & Guidelines	
City of Burlington	"It shall be unlawful for any person to make or cause to be made any loud or unreasonable noise. Noise shall be deemed to be unreasonable when it disturbs, injures or endangers the peace or health of another or when it endangers the health, safety or welfare of the community. Any such noise shall be considered to be a noise disturbance and a public nuisance."
World Health Organization	55 dBA $L_{eq(16-hr)}$ to protect against serious annoyance (7 AM to 11 PM)
	50 dBA $L_{eq(16-hr)}$ to protect against moderate annoyance (7 AM to 11 PM)
	45 dBA $L_{eq(8-hr)}$ to protect against sleep disturbance (11 PM to 7 AM)
ANSI S12.9 Part 5: Sound Level Descriptors for Determination of Compatible Land Use	55 dBA DNL is compatible with urban/suburban areas
	60 dBA DNL is marginally compatible with urban/suburban areas

Existing Background Sound Levels in Project Vicinity	
Daytime	Average sound levels generally between 47 and 52 dBA (L_{eq})
Nighttime	Average sound levels generally between 40 and 45 dBA (L_{eq})

Projected Sound Levels from Project at Worst-Case Receptor	
During Concert	42 dBA $L_{eq(1-hr)}$ at Arthur Court
End of Concert	44 dBA $L_{eq(1-hr)}$ at Arthur Court



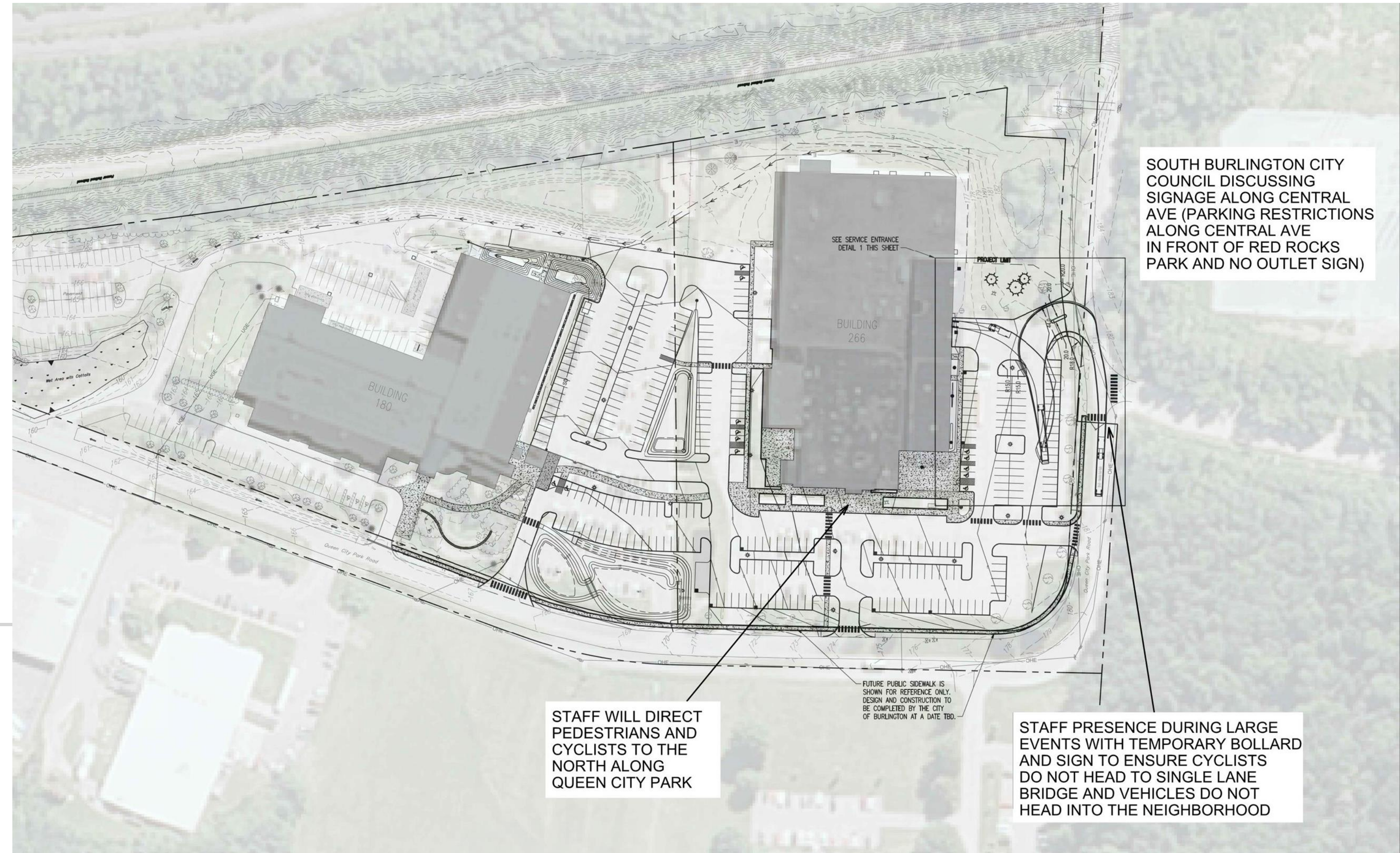
CRITERIA 4 – TRANSPORTATION SYSTEM

Jenn Conley, VHB

Project Study Area



Traffic Controls in the Operational Management Plan



04.

Response to Staff Comments, CRZ letter, City of South Burlington letter



JOHN CAULO – PROJECT MANAGER, LANDPLAN

Hours of Operation (p5; #3)

Site Plan (p6)

Section 5.5.2 Outdoor Lighting (p7)

Section 8.1.8 Parking (p8)

Section 8.1.15 Waivers from Parking Requirements/Parking Management Plans (p9)

Section 8.2.5 Bicycle Parking (p9)

JOHN CAULO – PROJECT MANAGER, LANDPLAN

Major Impact standards

Public safety service

Noise and vibration

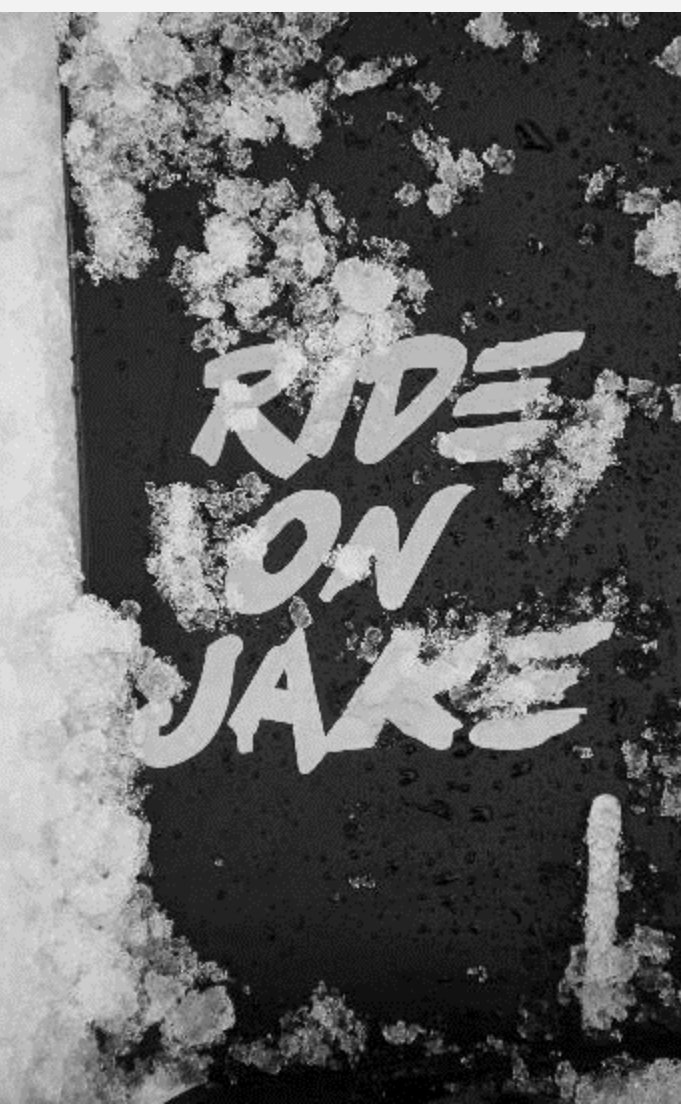
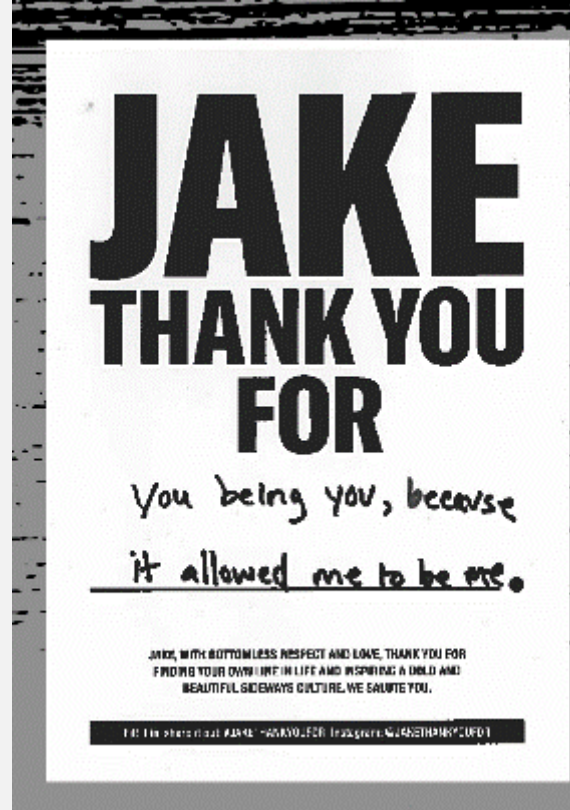
Transportation systems

Wastewater

JUSTIN WORTHLEY

Our Team has been in ongoing dialogue with the City of South Burlington, including a discussions with City Manager Kevin Dorn, Director of Planning Paul Conner, and City Council Members Helen Riehle, Tom Chittenden, Tim Barritt and David Kaufman, including on June 30, 2020 with many of these members (July 1 letter from City Council was already finalized at that time). Discussion and agreements included:

1. City Council to assess signage on Central Ave, including for Red Rocks Park parking area
2. Burton and Higher Ground committed to enforcing no tailgating policy
3. Burton and Higher Ground committed to Operational Management Plan enforcement, including directing traffic away from Central Ave and Red Rocks Park
4. Burton and Higher Ground committed to following through on monitoring plan for one-way bridge, and moving forward with further controls if deemed necessary
5. Burton and Higher Ground to measure exterior noise levels after installation of additional soundproofing materials to ensure Noise Ordinance standards are not exceeded



A DAY FOR JAKE

